

## O1 Properties became an official partner of the social project “50 Plus”

**Moscow, Russia – 23 September 2011** – As part of its social policy, O1 Properties became an official partner of the Exhibition- Forum “50 Plus. The benefits of mature age”.



The Forum will become the first significant project in Russia aimed at uniting people who are conscious about the quality of life after reaching 50 years of age. In addition, it will serve as a communications platform for politicians, businessmen, sociologists, doctors and other experts to discuss the issues of the pension reform, education, career change, employment, health, financial awareness, consumer products and services market for elderly people, as well as express their views on the role of the mass media in the formation of a new image of the people of mature age.

O1 Properties strives for the utmost efficiency of its social investments, therefore the company is willing to support and encourage the development of projects similar to “50 Plus” in importance and scale. “We are confident that the Forum will be a unique platform for resolving important social issues”- commented Dmitry Mints, Chairman of O1 Properties.

The project’s activity, its strategy and development programme is governed by the Board of Trustees which is acting on the permanent basis. The head of the Board of Trustees is Tatiana Orlova, who is also Deputy Chairman of the Council of Federation.

The Exhibition-Forum will take place from the 1st to the 3rd of November 2011 in Expocentre in Moscow at Krasnaya Presnya.

[www.50plus.ru](http://www.50plus.ru)